

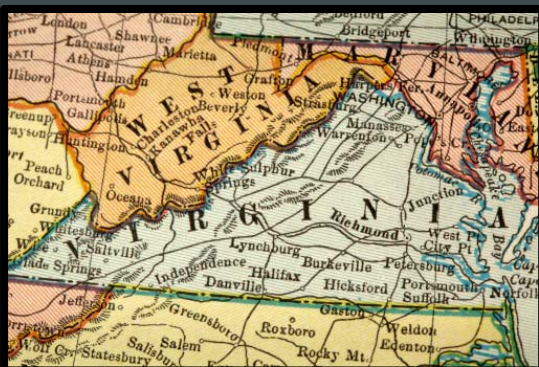
**PUBLIC OPINION  
STRATEGIES**

# Virginia Statewide Issue Benchmark

Key findings from a survey of 600 likely voters in  
Virginia, with 180 cell phone-only respondents,  
conducted December 3-4, 2012.

**Glen Bolger**  
**[glen@pos.org](mailto:glen@pos.org)**

*Project #122247*

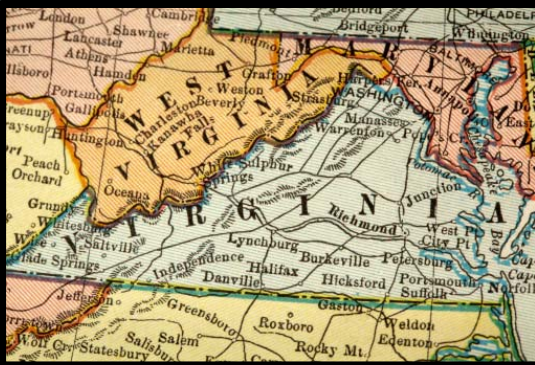


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# Methodology

**Public Opinion Strategies is pleased to present the key findings of a telephone survey conducted in Virginia. The survey was completed December 3-4, 2012, among 600 likely voters, including 180 cell phone-only respondents, and has a margin of error of  $\pm 4.0\%$ .**

**Glen Bolger was the principal researcher on this project. Jim Hobart was the project director, and Kyle Clark provided analytical support.**



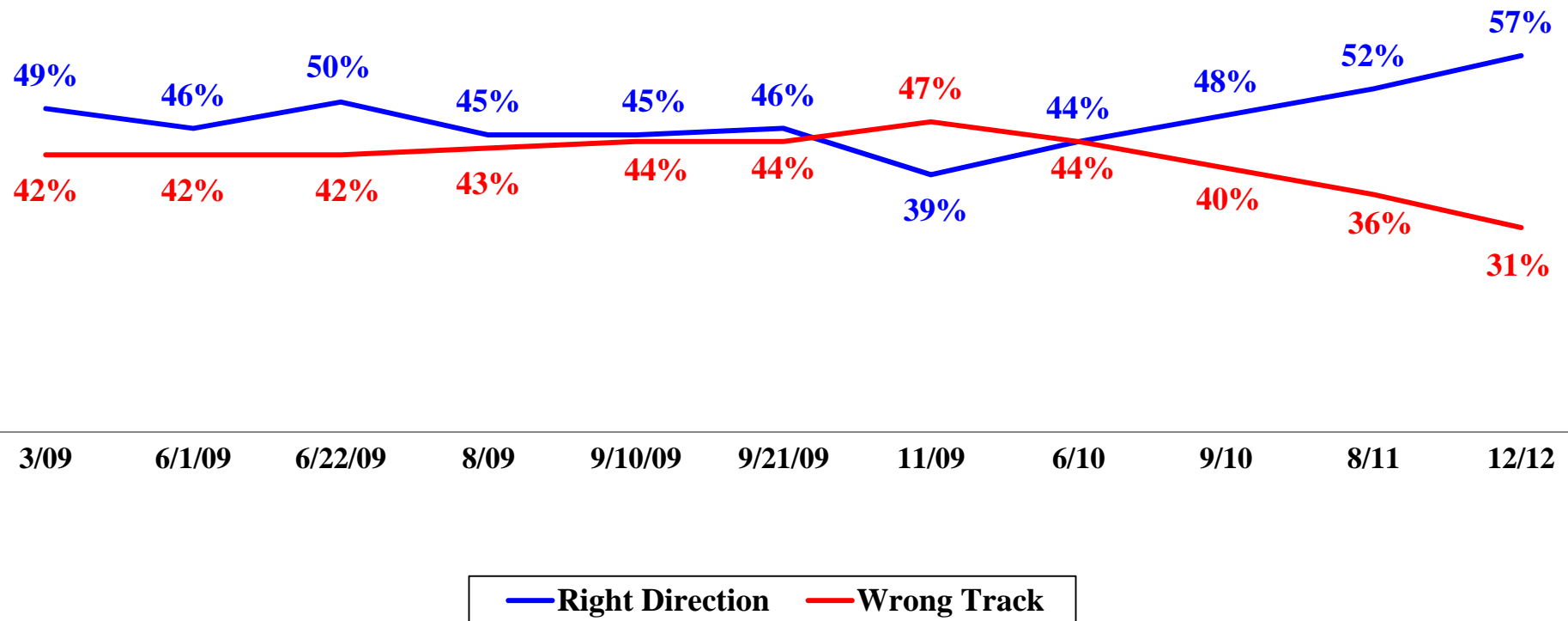
# Political Environment



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# The mood of Virginia voters has improved a net ten points over the past year.

*State Mood Trend*

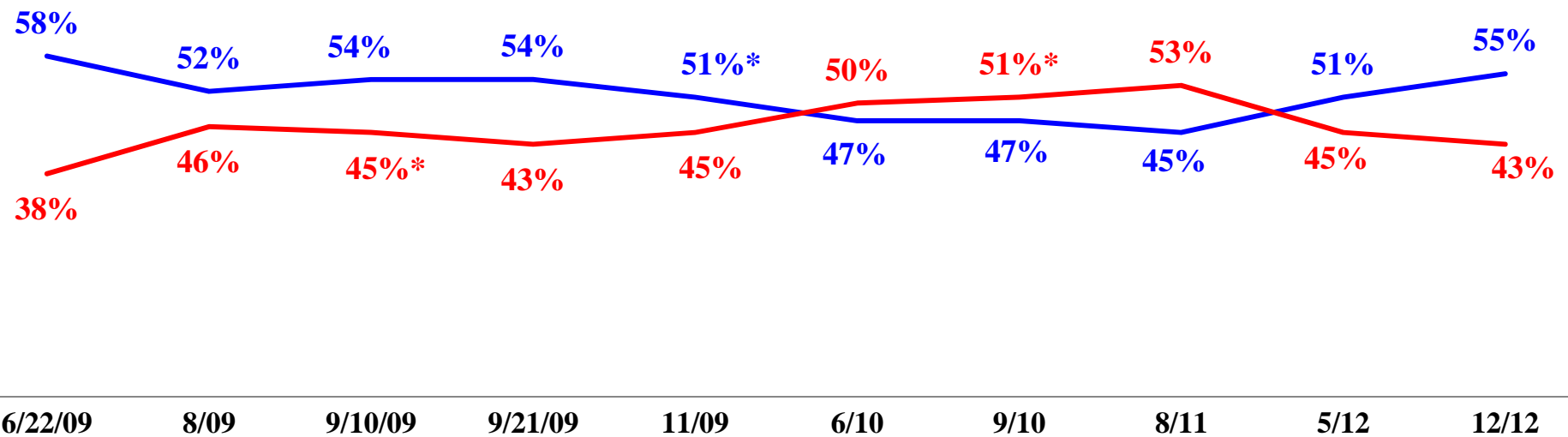




# A solid majority of Virginians now approve of President Obama's job performance.

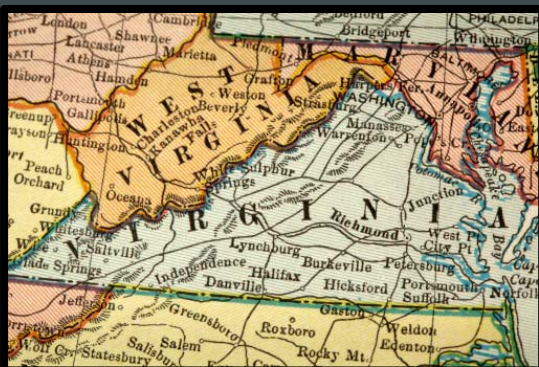
*Obama Approval Trend*

**Strongly Approve:** 36%  
**Strongly Disapprove:** 36%



— Approve — Disapprove

*\*Denotes Rounding*



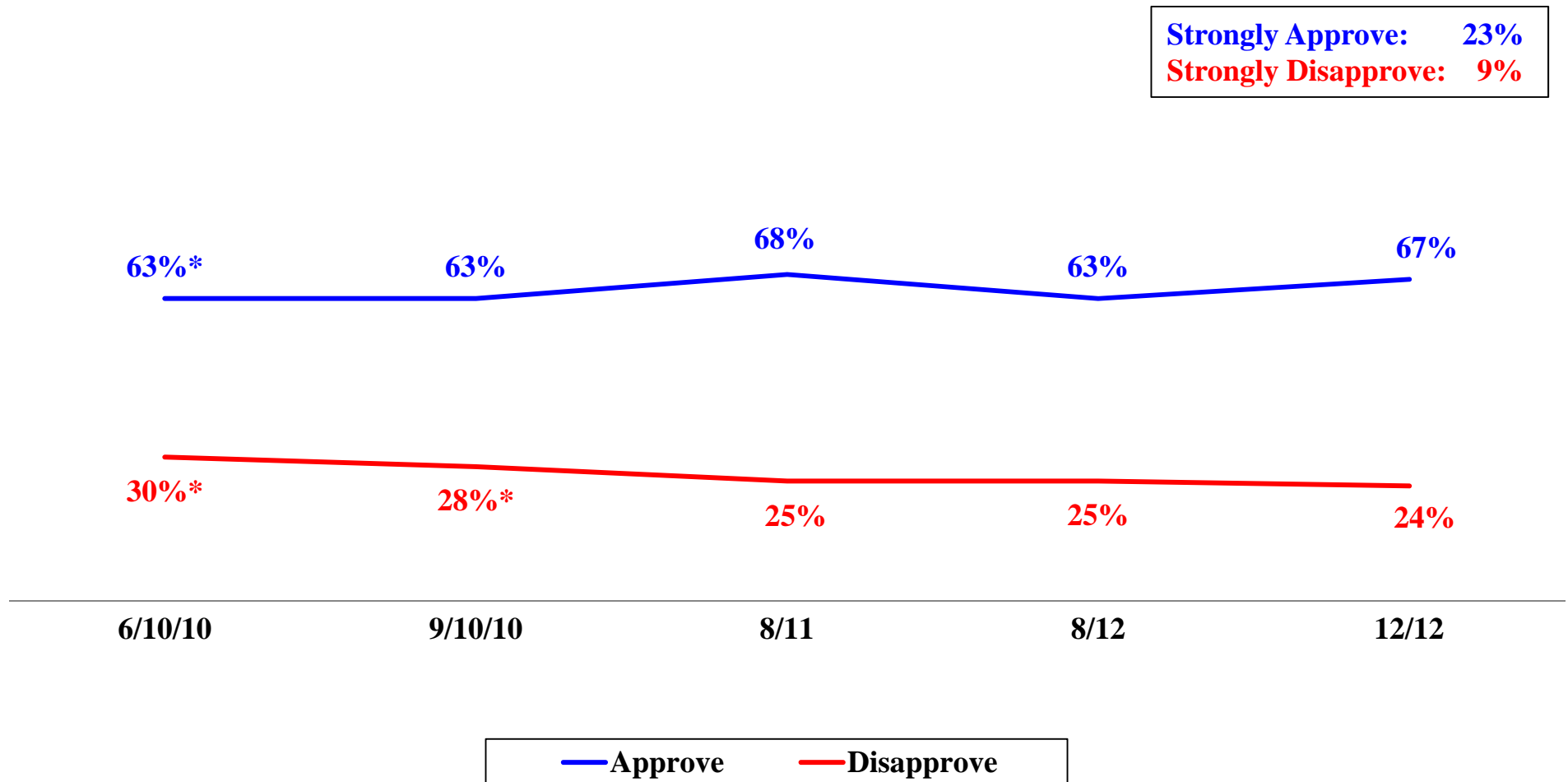
# Governor McDonnell



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# Governor McDonnell's job approval remains sky-high.

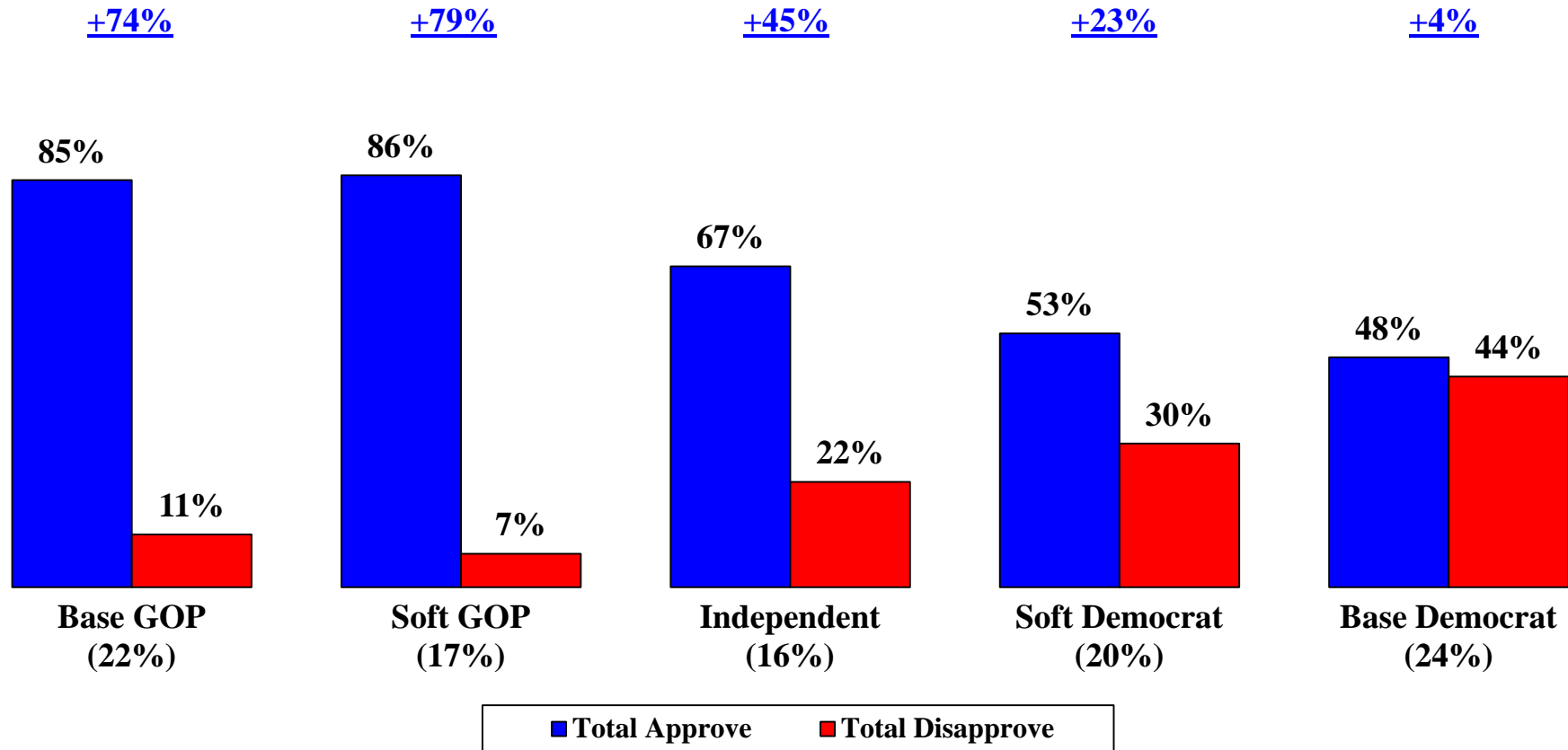
*McDonnell Approval Trend*



*\*Denotes Rounding*

# McDonnell earns solid approval ratings from Inds and soft Democrats, and even a slim plurality of base Democrats approve of his job performance.

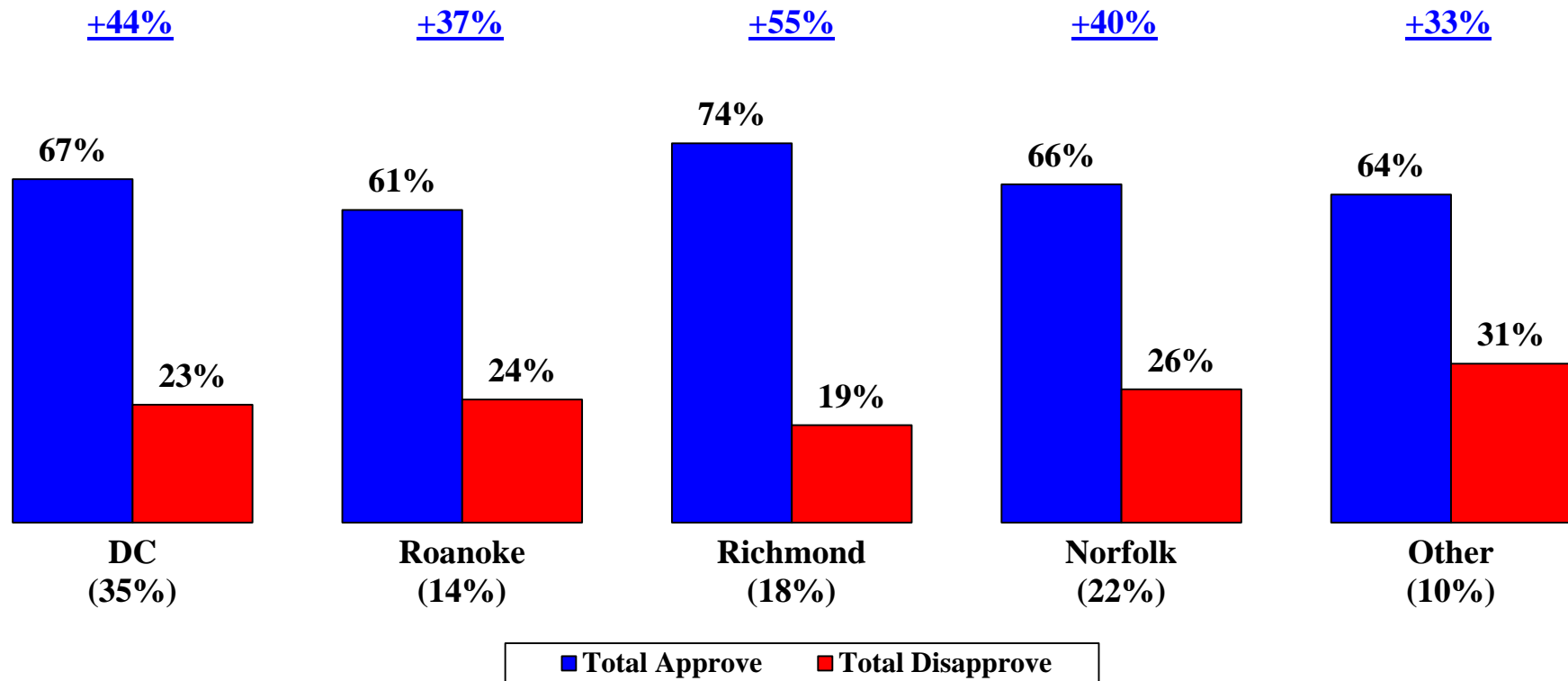
*McDonnell Approval by Party*





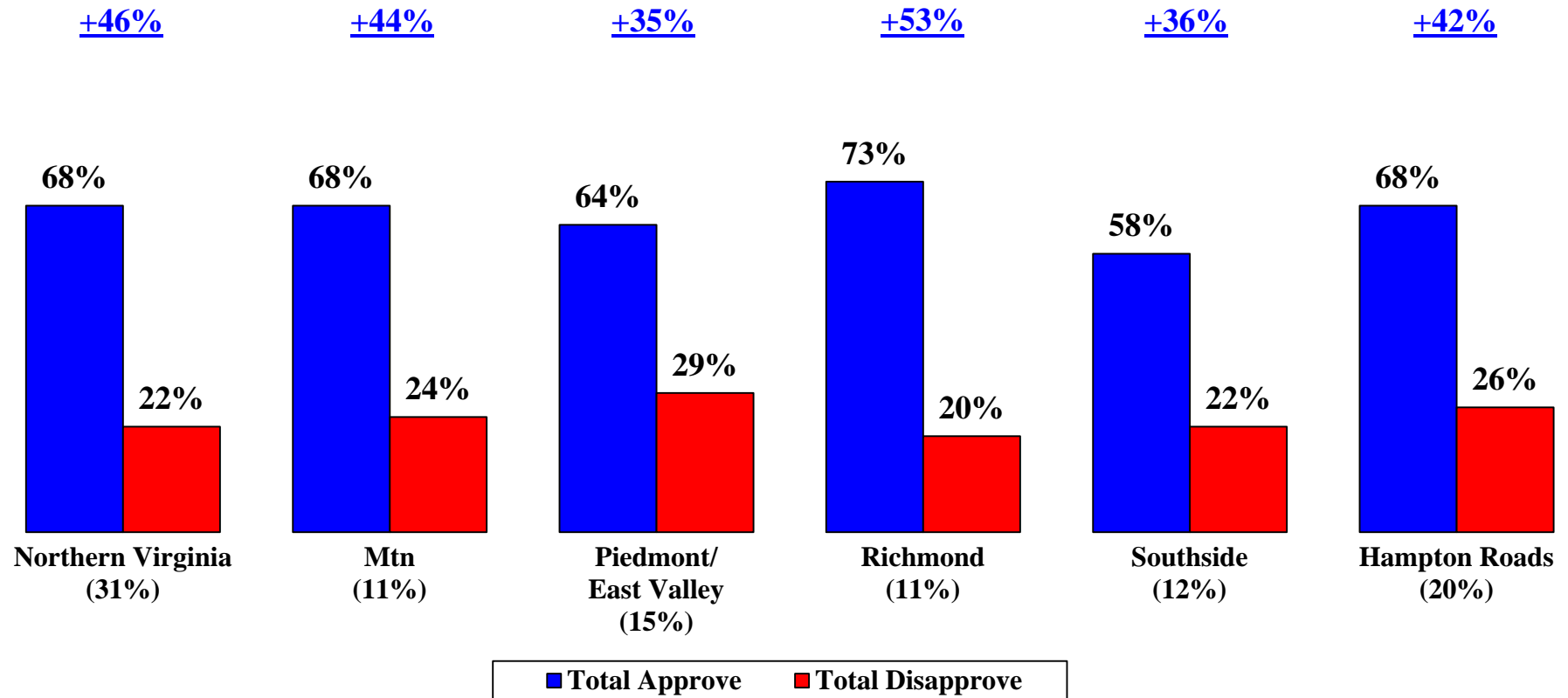
# McDonnell's approval rating is strong across all media markets.

*McDonnell Approval by DMA*



# McDonnell's “lowest” approval rating is 58%, in the Southside region.

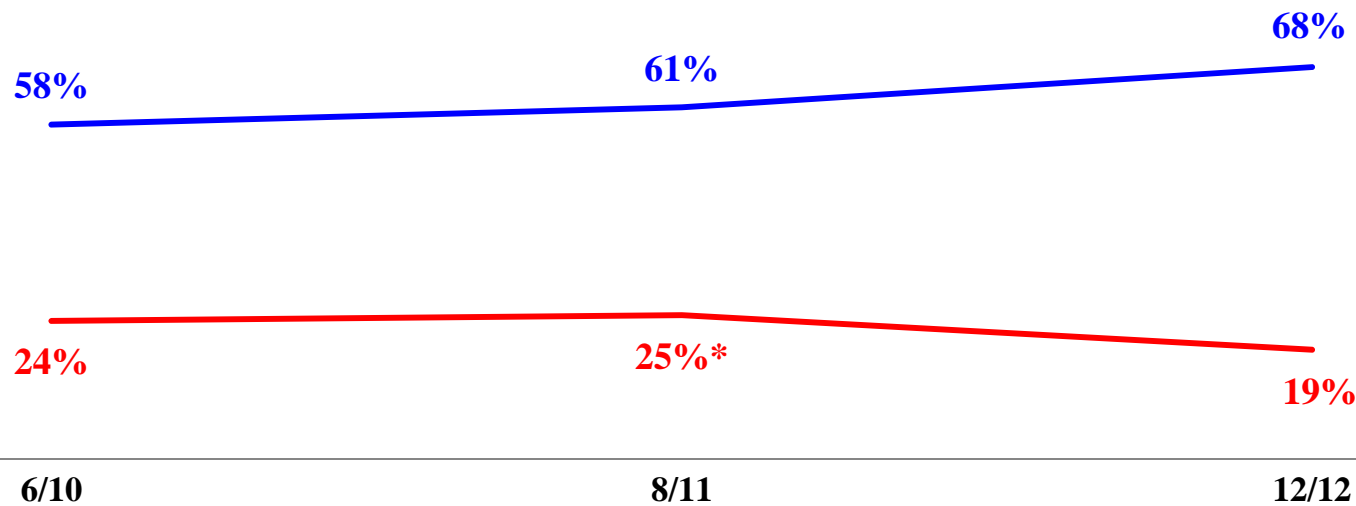
*McDonnell Approval by Region*



# Virginians overwhelmingly approve of the Governor's efforts to attract jobs and businesses to the state.

*“Do you approve or disapprove of the job Bob McDonnell is doing in bringing new jobs and businesses to Virginia?”*

**Strongly Approve:** 26%  
**Strongly Disapprove:** 7%



— Total Approve — Total Disapprove

\*Denotes Rounding



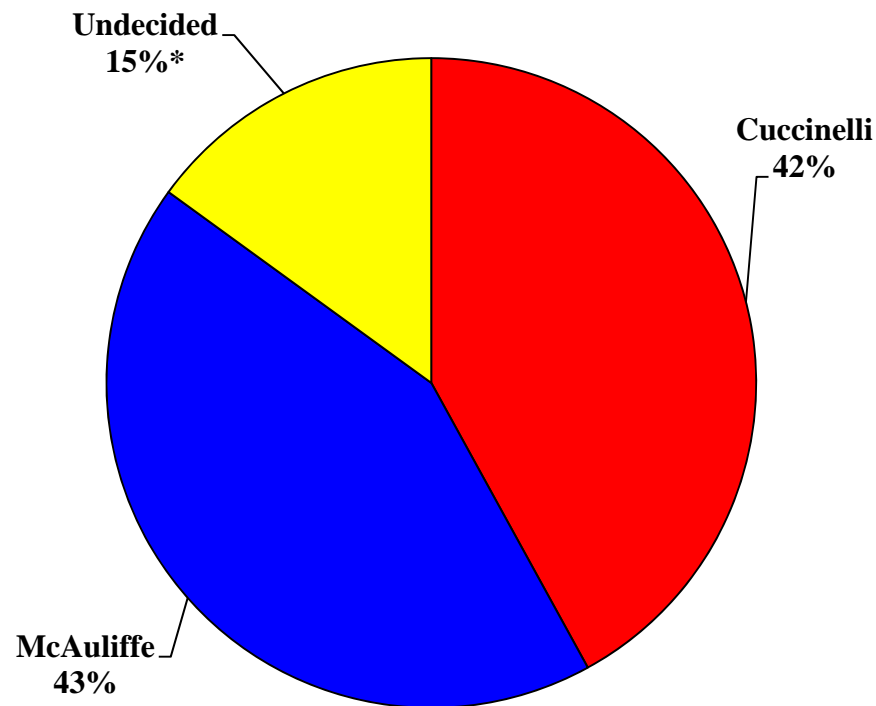
# Ballot Test



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# The Gubernatorial ballot test is a statistical tie, with about 15% of voters undecided.

*“If the election for Governor were being held today, for whom would you vote if the candidates were...  
Ken Cuccinelli, Republican, and Terry McAuliffe, Democrat?”*



*\*Denotes Rounding*